



Small Business Training Opportunities in WV – Winter 2015

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The U.S. Small Business Administration provides small business counseling and training through a variety of programs and resource partners, located strategically around the country. If you have items or events to add to the next edition of the event calendar, please send them to: nikki.bowmar@sba.gov

Open Office Hours

To better serve you, we have scheduled Open Office Hours to help educate you and answer your questions on the most popular topics when opening or expanding a small business. Questions can be submitted during registration or can be asked during the event. Click on the topics below to register.

Top 5 Social Media Marketing Questions

Social Media is always changing and what we know today may not be true next week - or even tomorrow. So what are the social media marketing questions you need today?

- [January 09, 2015](#)

Small Business Recordkeeping

Business recordkeeping can be confusing and a little untidy. So what do we actually HAVE to keep? Joetta Kuhn, CPA will answer your questions about what records every business should be keeping, federal forms & filings, and subcontractor rules.

- [January 15, 2015](#)
- [March 19, 2015](#)

Getting a Bank Loan: Fact v. Fiction

What are the keys to walking into a bank and walking out with a business loan? SBA's Leo Lopez, a former loan officer, breaks through the myths and tells you how to make the lender say "Yes".

- [January 22, 2015](#)
- [March 26, 2015](#)

Cracking the Credit Code

The truth is there are no quick fixes to anyone's credit conundrum. But the first step is getting a clue about how credit really works. Crystal Kudlak of Apprisen, a consumer credit counseling organization, will answer all your questions about credit reports and scores.

- [January 8, 2015](#)
- [February 5, 2015](#)
- [March 5, 2015](#)

Healthcare and the Self-Employed

This intensive webinar will give you an overview of the how your small business can enter the federal marketplace, including identifying your firms preparedness, how to get registered in SAM, finding federal opportunities, and tools for in-depth market research. Webinar features marketing experts from the Regional Contracting Assistance Center.

- [January 16, 2015](#)
- [January 30, 2015](#)

LLC v. S-Corp: Which is Right for You?

Choosing the right business structure can be confusing. Join our accounting expert Joetta Kuhn, CPA as she discusses key differences and answers your questions.

- [February 19, 2015](#)
- [April 23, 2015](#)

Government Contracting

Snapshot: 8a Certification

The 8(a) Business Development Program helps small, disadvantaged businesses compete in the government marketplace. We'll review eligibility, and give you a heads up on the Must Do's to attain this valuable certification. 30 minutes.

- [January 22, 2015](#)

Snapshot: Selling to the Government

This webinar provides an overview of the basic tools needed to sell your goods or services to the government, including the System for Awards Management, the Federal Procurement Data System, and the Dynamic Small Business Search database. Webinar occurs from 11:30 a.m. – 12:00 p.m.

- [January 8, 2015](#)
- [January 22, 2015](#)
- [February 12, 2015](#)

Government Contracting 101

This intensive webinar will give you an overview of how your small business can enter the federal marketplace, including identifying your firm's preparedness, how to get registered in SAM, finding federal opportunities, and tools for in-depth market research. Webinar features marketing experts from the Regional Contracting Assistance Center (RCAC). Webinar occurs from 11:30 a.m. – 12:00 p.m.

- [January 15, 2015](#)
- [March 19, 2015](#)

Marketing to Government Agencies & Primes

Good marketing is the key to your success in federal procurement. Marketing Professionals from the Regional Contracting Assistance Center (RCAC) will walk us through some best practices, including how to approach agencies and match-making event tools. We'll also cover that all important Statement of Capabilities, developing a successful online profile, and how even a little thing like a business card can impact your chances in the federal market place.

- [February 19, 2015](#)

7j Training

The U.S. Small Business Administration is committed to expanding opportunities for small businesses to compete for and win federal contracts that could take their businesses to the next level and create jobs. During the month of March, SBA holds free web-enabled training led by instructors from Stover & Associates, Inc. Registration is limited, join online today at <http://sbaworkshops.stoverteam.com>.

- **How to Qualify for the GSA Schedule**
January 5, 2015 from 1:00—2:30 pm EST
- **Strategic Planning for Small Businesses**
January 5, 2015 from 3:00—4:00 pm EST
- **Federal Contracting Basics**
January 6, 2015 from 1:00—4:00 pm EST
- **Marketing to the Government Buyer**
January 7, 2015 from 1:00—4:00 pm EST
- **Managing and Adminstrating Government Contracts**
January 8, 2015 from 1:00—4:00 pm EST
- **Capture Management**
January 12, 2015 from 1:00—4:00 pm EST
- **Developing and Managing Contractor Teams**
January 13, 2015 from 1:00—3:00 pm EST
- **Government Contract Negotiations**
January 14, 2015 from 1:00—5:00 pm EST

Small Business Development Center

The Business Fundamentals course is designed specifically for individuals who are considering starting a business or have had a business for one year or less. The workshops provide essential information on what entrepreneurs need to know to start a successful business. Preregistration is required as seating is limited and the cost is \$35. To register, go to the [SBDC Training Events calendar](#) on the WV Small Business Development website, www.wvsbdc.org. Or contact the Business Ask Me! line at 888-982-7232 or askme@wv.gov.

01/06/15	09:00 am to 12:00 pm	Wheeling
01/13/15	09:00 am to 12:00 pm	Winfield
01/15/15	09:00 am to 12:00 pm	Weirton
01/16/15	09:30 am to 12:30 pm	Huntington
01/27/15	09:00 am to 12:00 pm	Morgantown
01/29/15	09:00 am to 12:00 pm	Charleston
02/03/15	09:00 am to 12:00 pm	Wheeling
02/10/15	09:00 am to 12:00 pm	Winfield
02/19/15	09:00 am to 12:00 pm	Weirton
02/20/15	09:30 am to 12:30 pm	Huntington
02/24/15	09:00 am to 12:00 pm	Morgantown
02/26/15	09:00 am to 12:00 pm	Charleston
03/03/15	09:00 am to 12:00 pm	Wheeling
03/10/15	09:00 am to 12:00 pm	Winfield
03/19/15	09:00 am to 12:00 pm	Weirton
03/20/15	09:30 am to 12:30 pm	Huntington
03/24/15	09:00 am to 12:00 pm	Morgantown
03/26/15	09:00 am to 12:00 pm	Charleston

The SBA listing of these events is not an endorsement of the views, opinions, products or services of any cosponsor, person or entity. The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.